

Fresno General Plan and Development Code Update

Results of the Citywide Telephone Survey of Residents

Research Objectives

- Assess residents' perceptions regarding satisfaction with city services and identify what they like most and least about living in Fresno
- Evaluate residents' priorities for funding and transportation improvements
- Determine residents' ratings for local economic opportunities and environmental quality
- Assist in providing quantitative feedback on residents priorities and preferences related to general planning components.

Results and Most Striking Findings

We reached a representative cross-section of adult respondents, with participation from a younger, lower income and diverse population.

- Quality of life, including environmental quality, may be the most important factor, not jobs
- Agreement on conservation of resources is important, and neighborhood and downtown revitalization is important
- Younger and newer residents happier than older, long-time residents

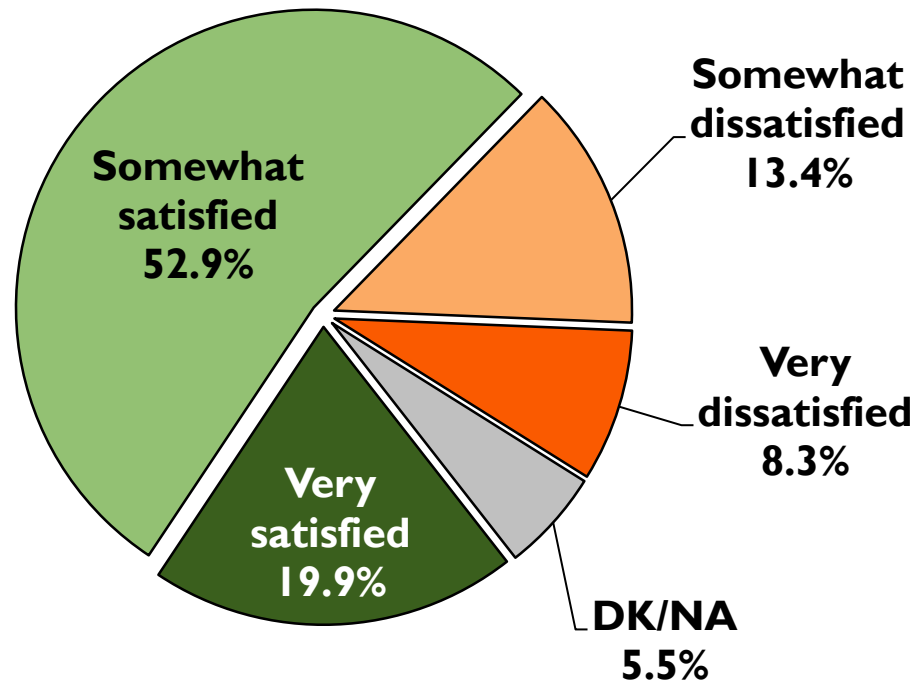
Methodology

400 Respondents to telephone survey

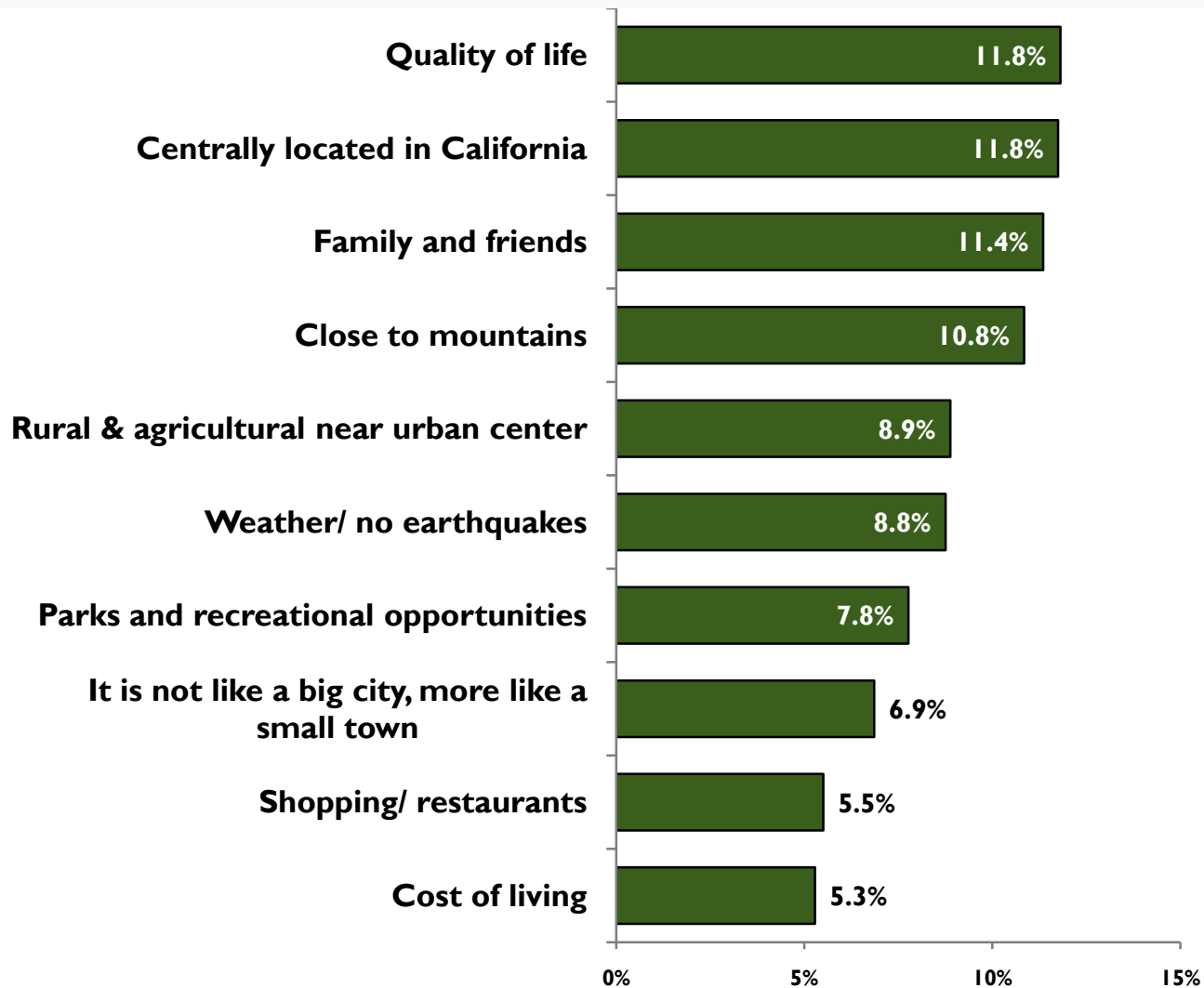
- Calls Made: August 11 - 20, 2011
- Average length: 14 minutes
- Statistically representative sample by age, gender and ethnicity based on Census 2010 data of Fresno's adult (18+) population
- Survey offered and completed in English and Spanish as well as with landline and mobile phones
- Margin of error +/- 4.9% (95% confidence level)

Satisfaction with City Services

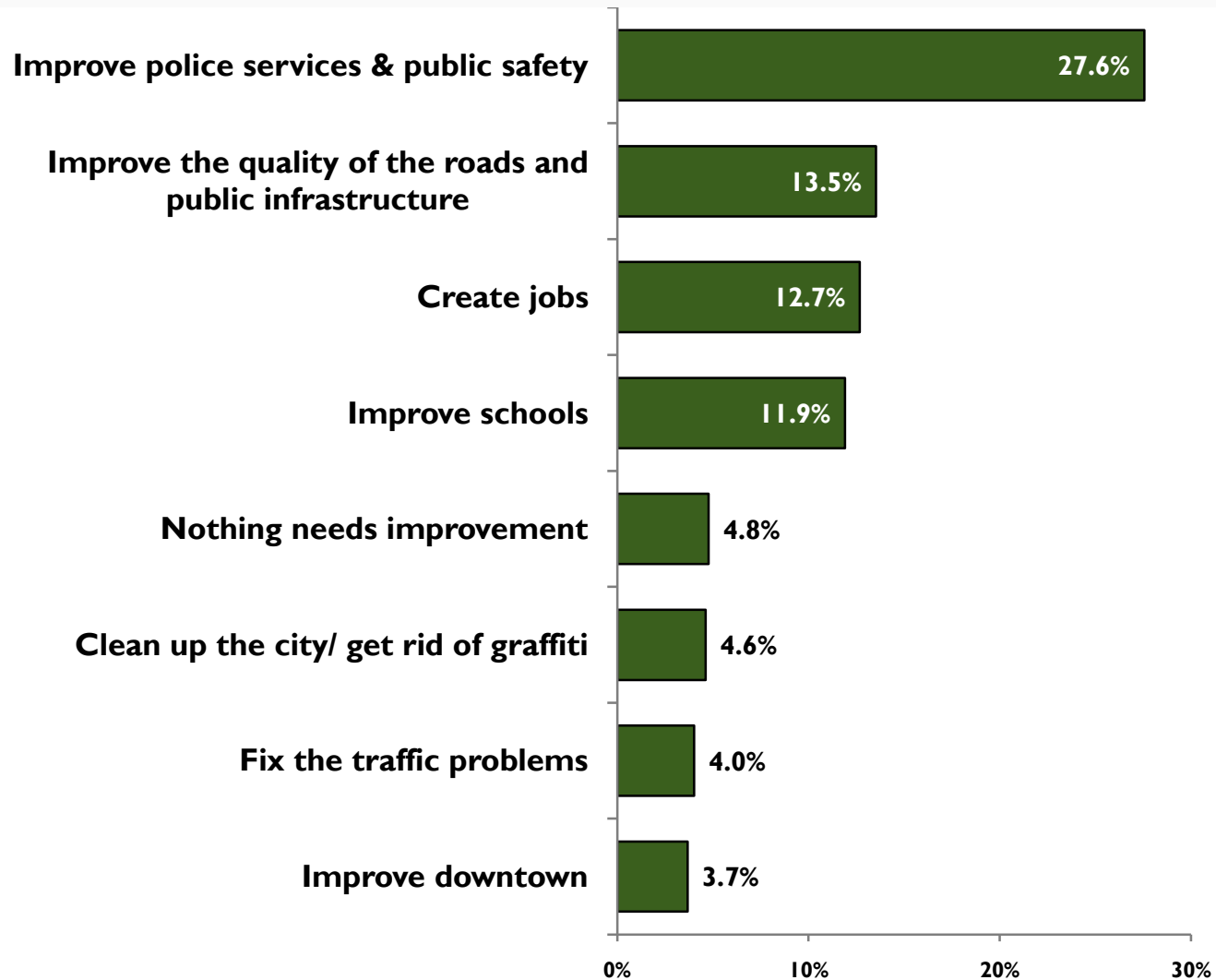
More than 7 out of 10 respondents indicated they were satisfied with the job the City of Fresno is doing overall to provide city services.



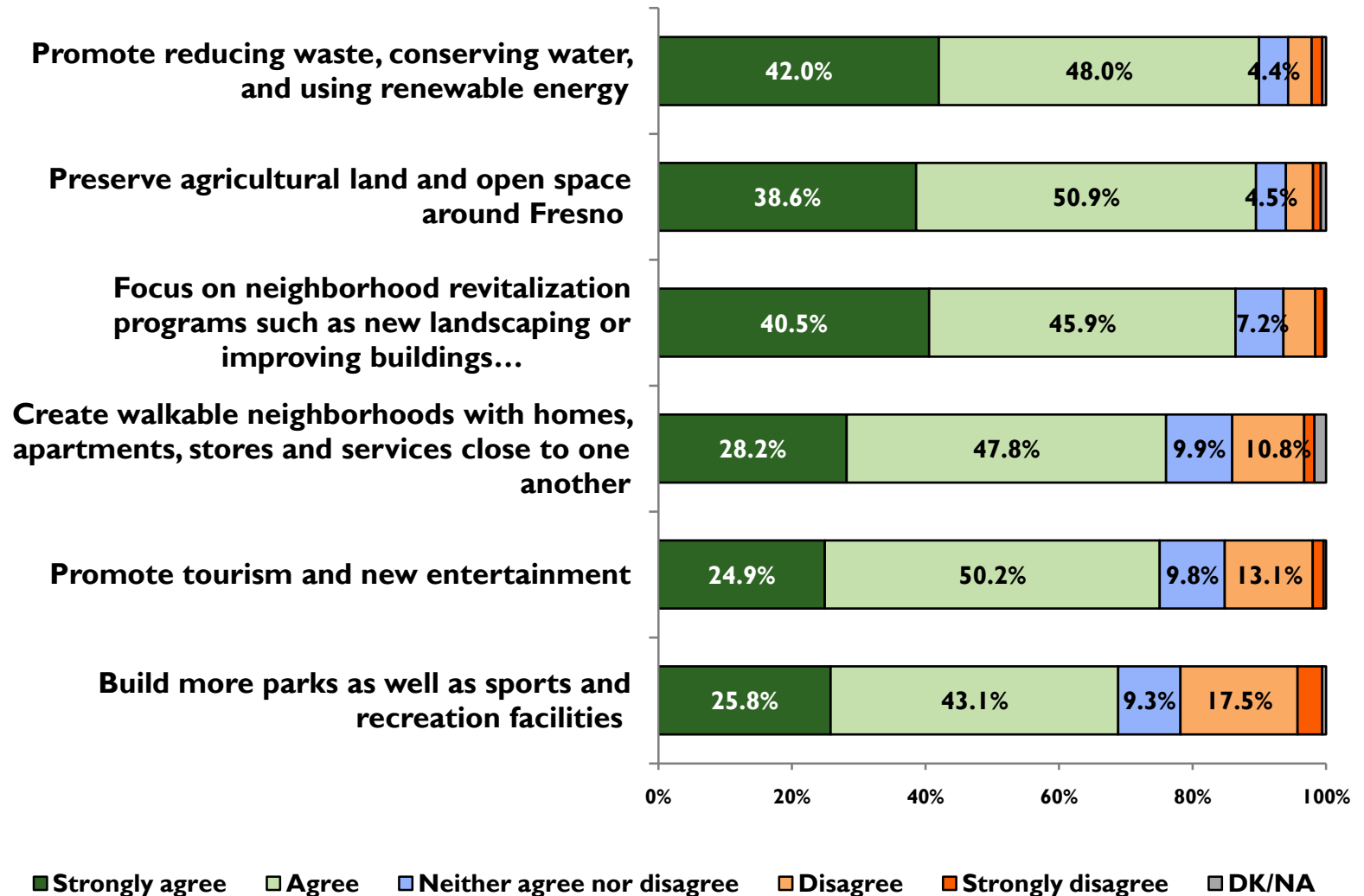
Like Most about Fresno (Open-ended)



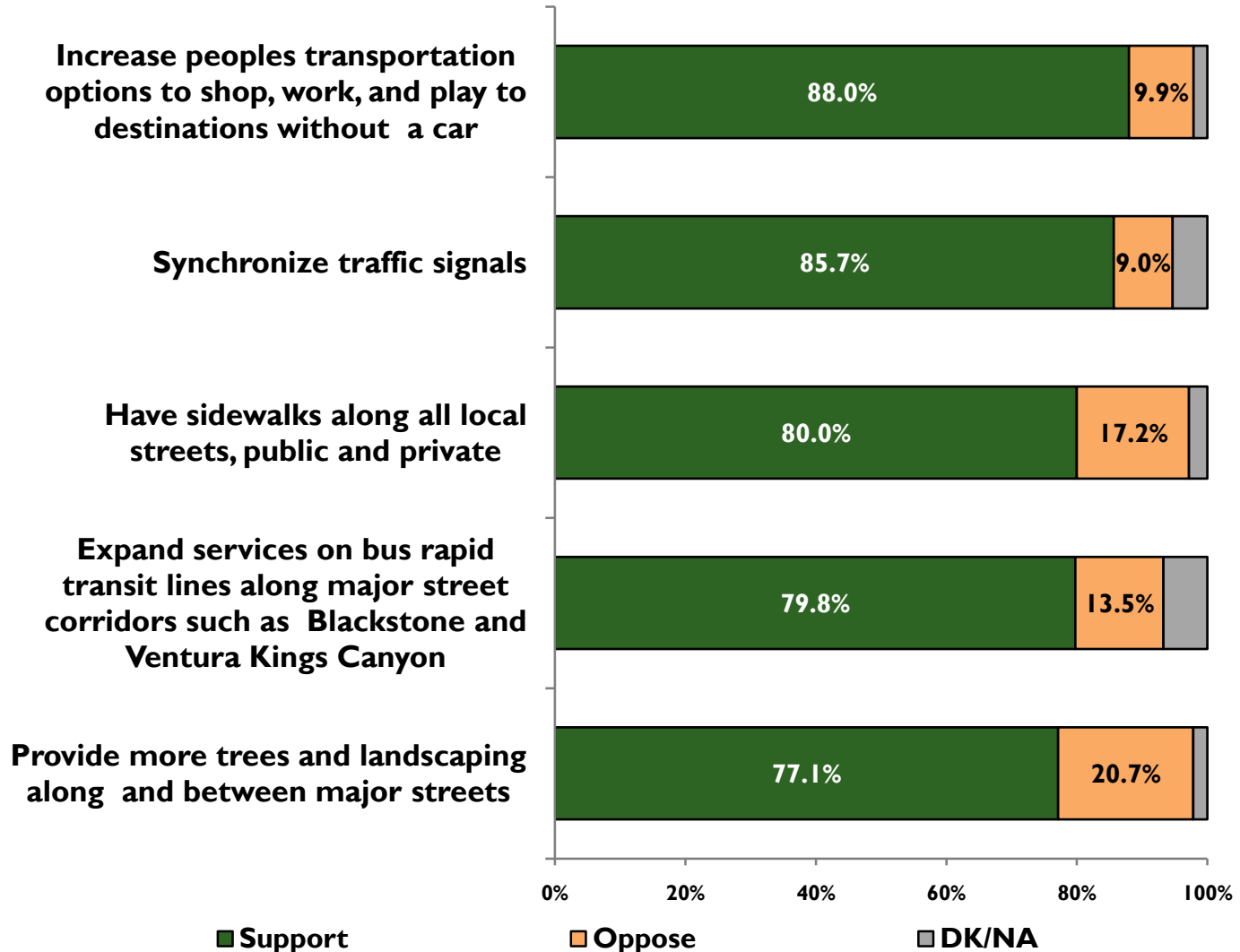
What to Improve in Fresno (Open-ended)



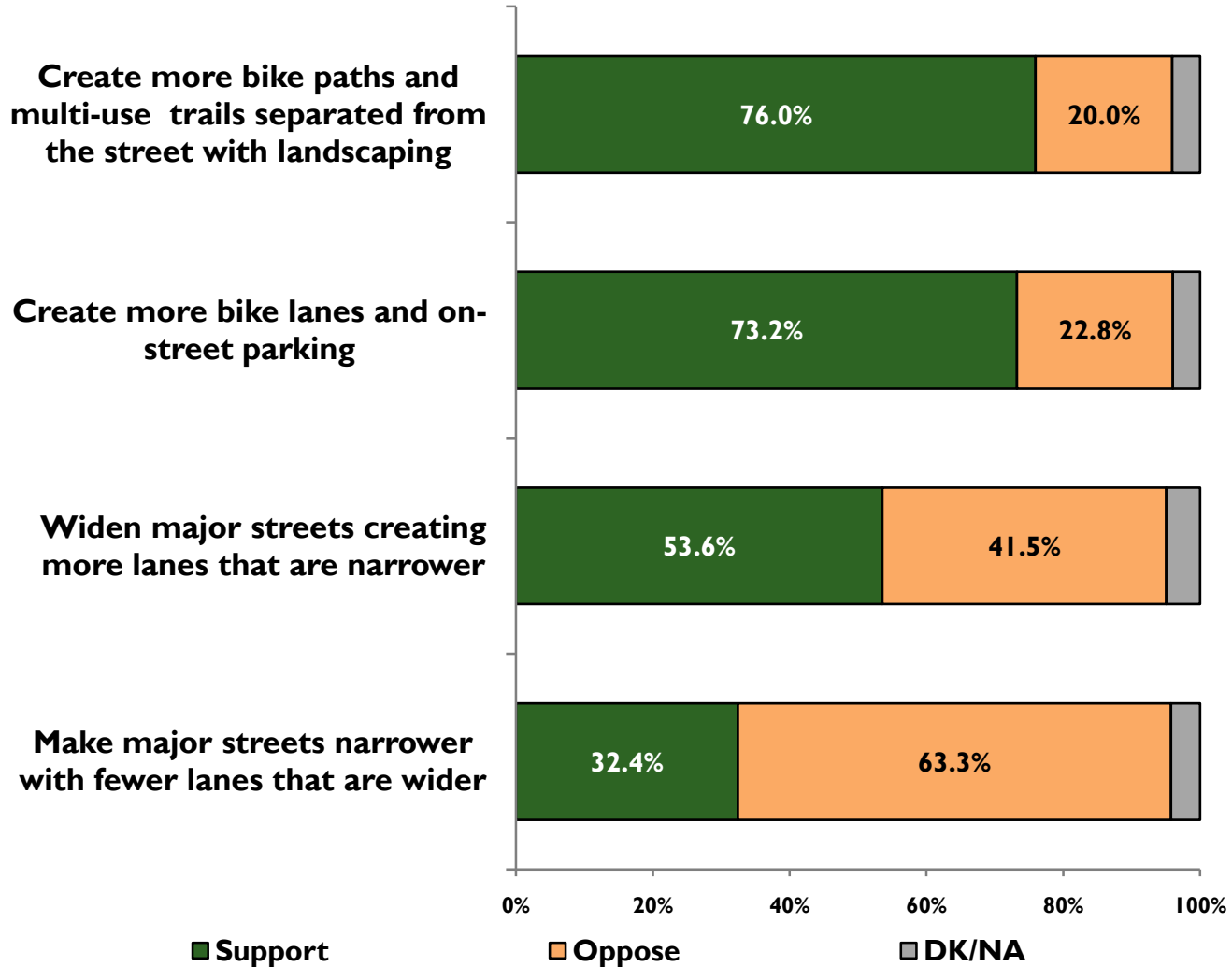
Fresno's Goals for the Future



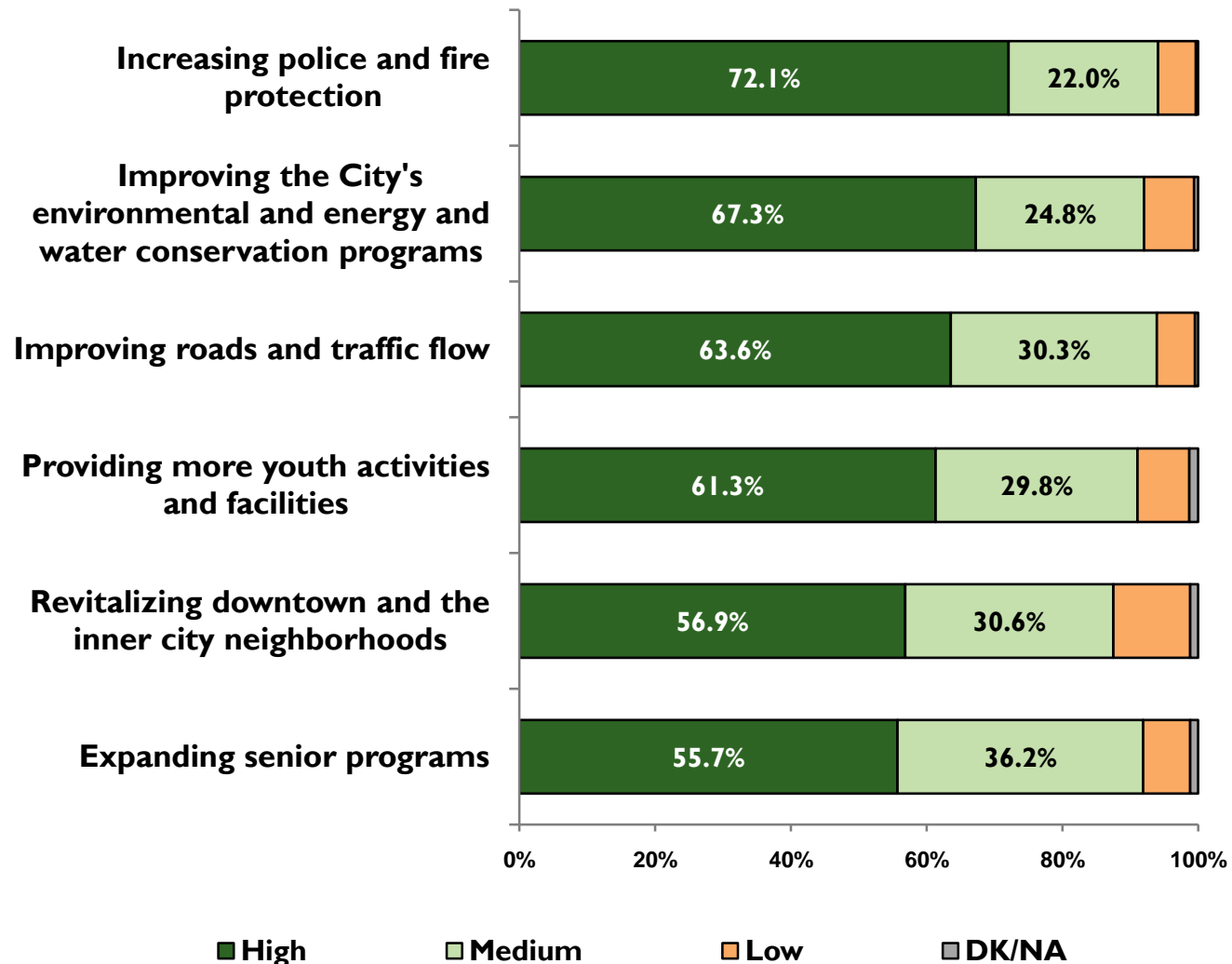
Transportation Improvements (Tier 1)



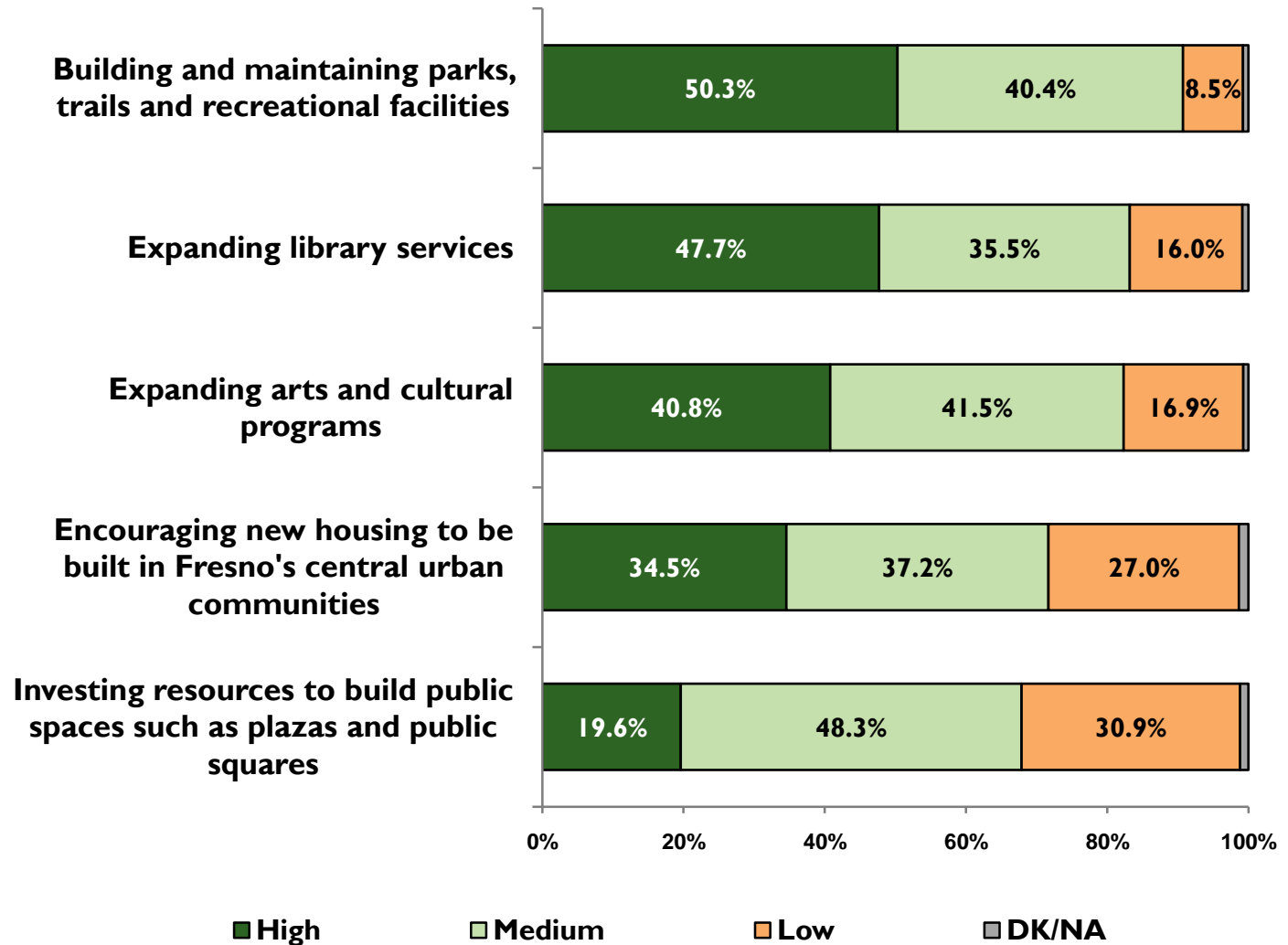
Transportation Improvements (Tier 2)



Fresno's Funding Priorities (Tier 1)

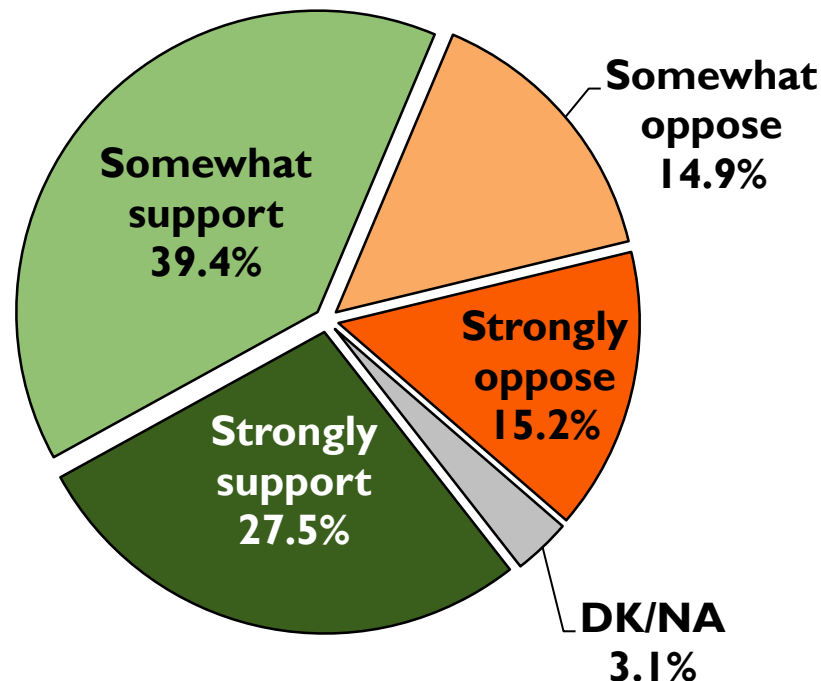


Fresno's Funding Priorities (Tier 2)



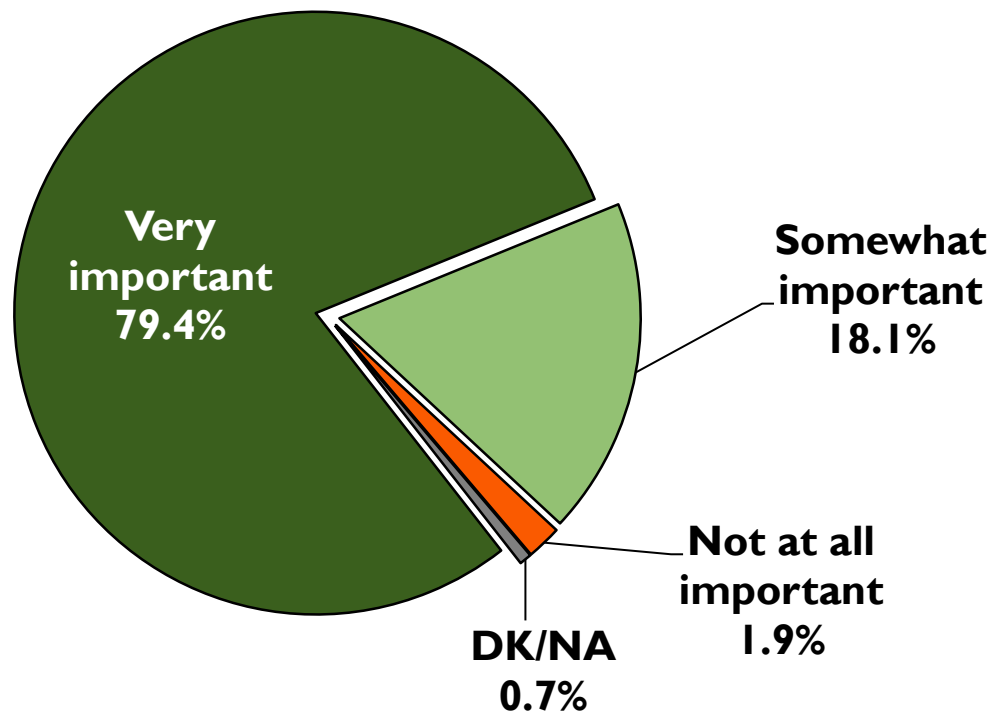
Public Investing in Fresno's Urban Centers

More than 2 out of 3 respondents indicated they supported the City's investing in public facilities or providing other financial incentives to build housing in the urban centers.

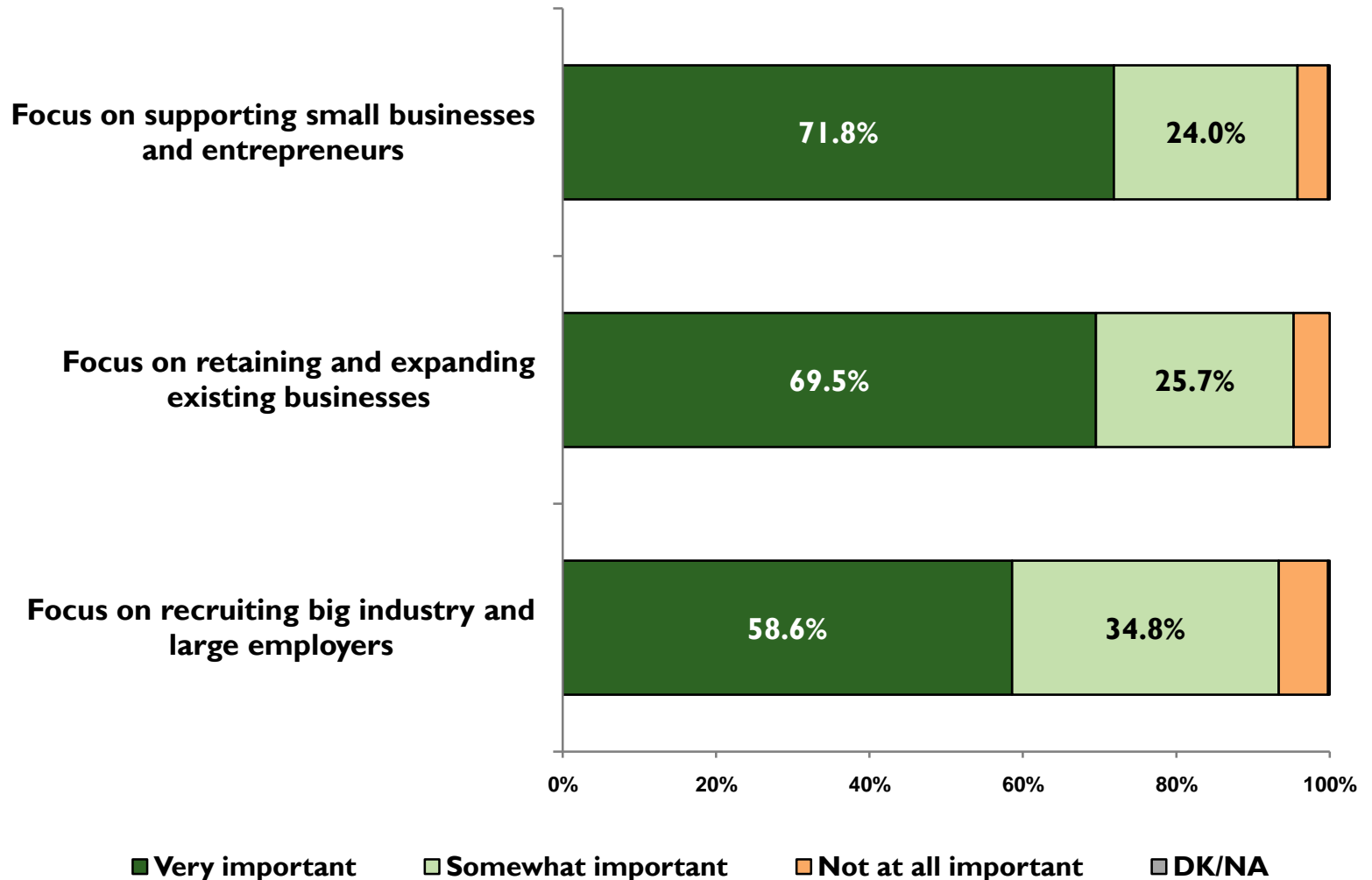


Business Development in Fresno

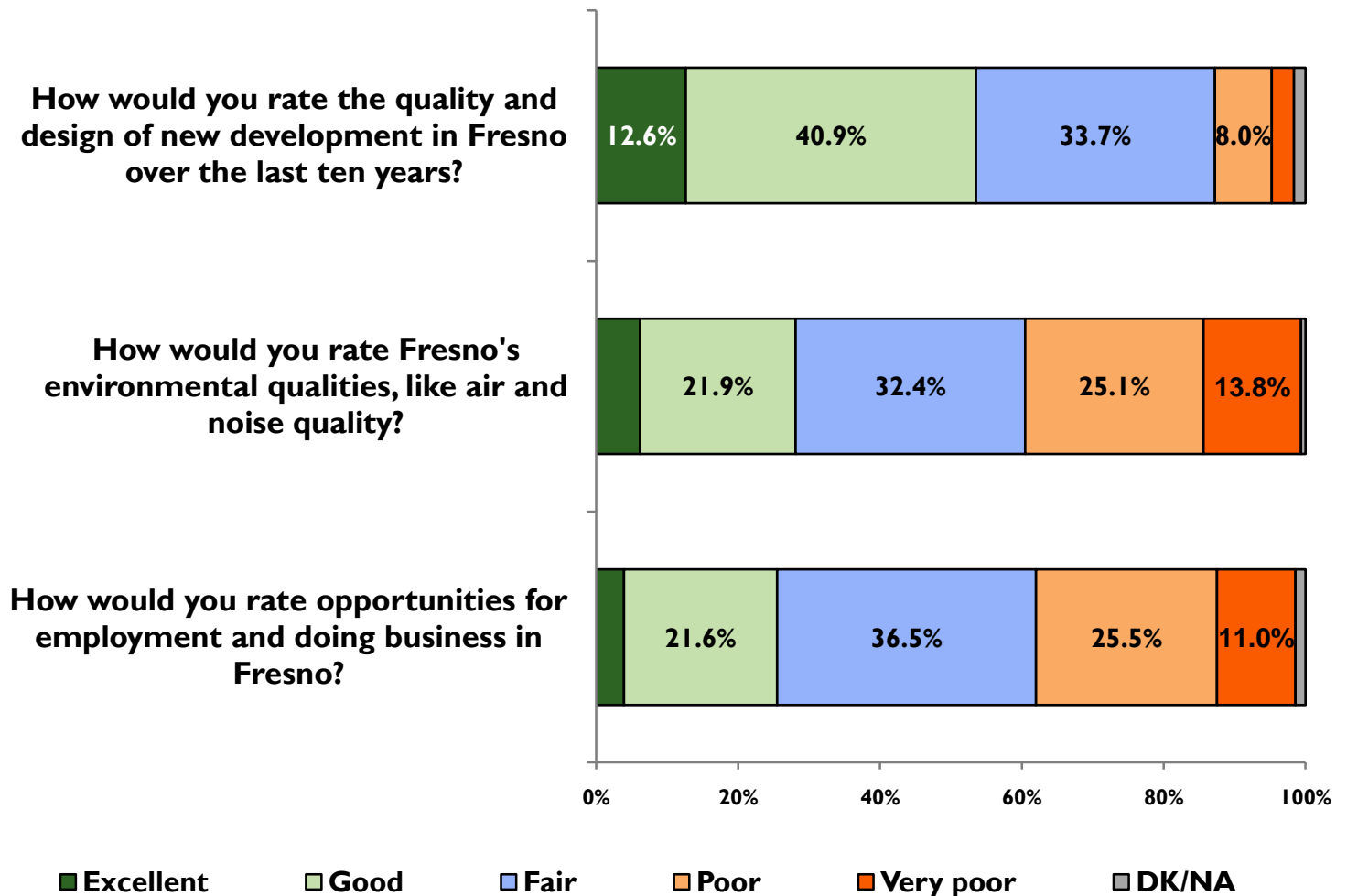
Approximately 4 out of 5 respondents indicated it was very important that the City take an active role in promoting business development and employment growth.



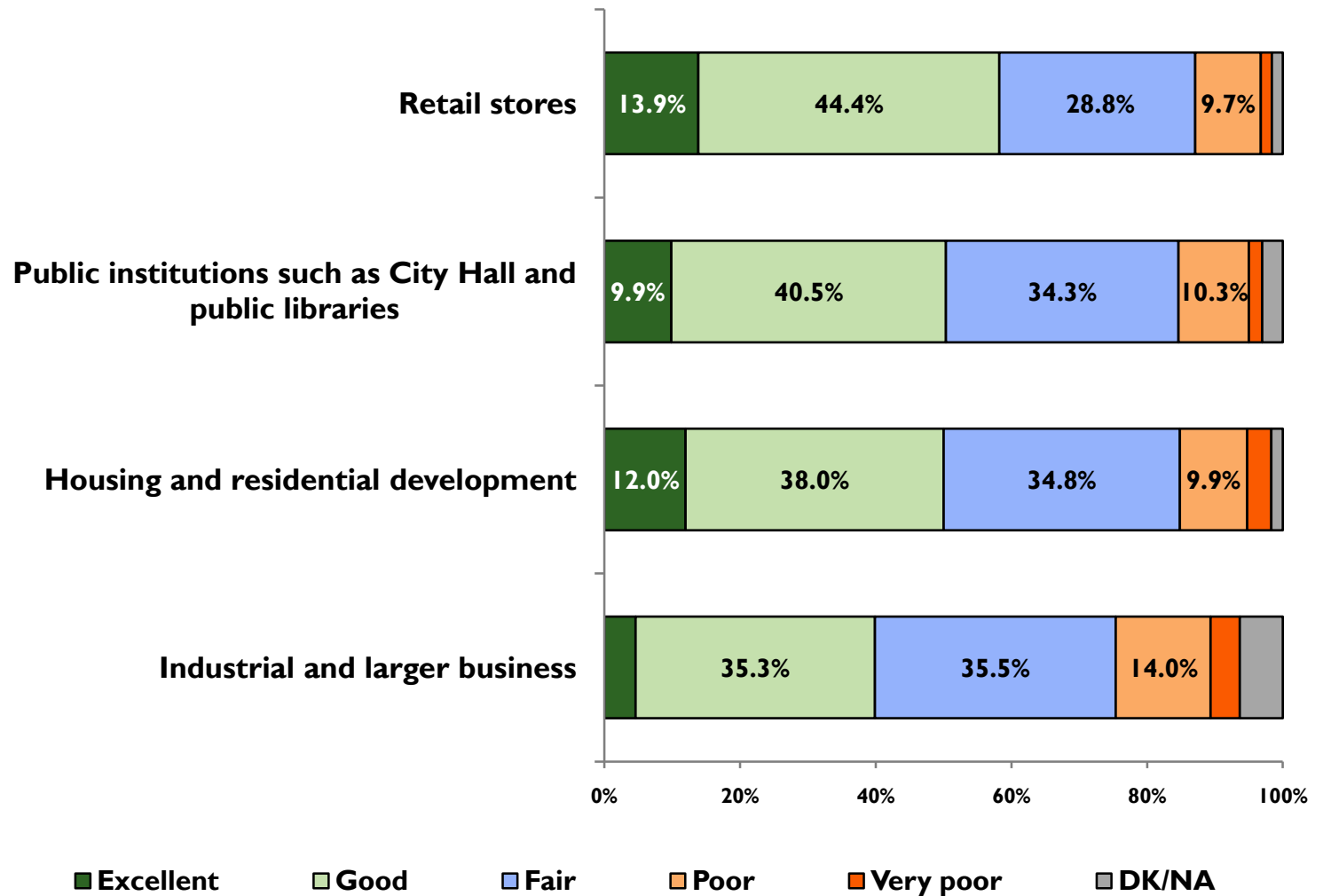
Strategies for Business Development



Development, Economy & Environment



Rating Fresno's Development



Overall Findings

Not surprisingly, **increasing jobs and improving the economy was a high priority** with residents, but other issues specific to Fresno were also consistently important:

- Public safety and expanding police services
- Redeveloping and improving downtown and the urban center
- Expanding natural resource conservation programs and improving environmental quality
- Improving the quality of roads and expanding local transportation options

Overall Findings

Almost three quarters (73%) of residents were **generally satisfied** with the job the City is doing to provide services.

This is about **average or slightly below average** for a larger California City.

However residents generally gave lower ratings to:

- Fresno's environmental qualities such as air and noise quality - 39% rated it as poor or very poor.
- Doing business in Fresno and employment opportunities - 37% rated it as poor or very poor.

Overall Findings

Segments of Fresno's adult population that were more satisfied, than average, with the overall job the City was doing, included:

- Newer residents to Fresno (0 to 4 years) 90% satisfied
- Younger adult residents (ages 18 to 24) 84% satisfied
- Upper middle class residents (annual income between \$75k and \$150k) 82% satisfied

The most notable segment that was less satisfied, than average, was middle aged residents (ages 45 to 54) - 68% satisfied

Findings – Environment

Improving the environment in Fresno was a high priority with most residents and 37% of respondents rated the current environmental qualities (air and noise quality for example) in Fresno as poor or very poor.

- These results were consistent with a 2011 statewide survey (PPIC) that indicated 37% of Central Valley residents indicated air pollution was a “Big problem”.
- In that study the only region that had a higher percentage of residents indicate air pollution as a big problem in their region was Los Angeles with 45%

Findings – Environment

Segments of Fresno's adult population that were most likely to rate Fresno's environmental qualities as poor or very poor, included:

- Younger adult residents (ages 18 to 24) 46% indicated poor or very poor
- Residents who identified themselves as white or Caucasian, 49% indicated poor or very poor
- High income residents (annual income \$100k+) 50% indicated poor or very poor

Findings – Economy

Respondents largely agreed that **the City should play an active role in promoting business development and employment growth** but showed considerably less consensus on how they rated opportunities for employment and doing business in Fresno.

Segments of the adult population more likely to rate business opportunities and employment as poor or very poor included:

- High income residents (annual income \$100k+), 42% indicated poor or very poor
- Low income residents (annual income \$25k -), 41% indicated poor or very poor
- Middle age residents (ages 45 to 54), 42% indicated poor or very poor

Findings - Economy

The segments of the adult population that were least likely to rate employment and business opportunities as poor or very poor included:

- Residents who identified themselves as Asian, 21% indicated poor or very poor
- Younger adult residents (ages 18 to 34), 30% indicated poor or very poor
- Middle income residents (annual income \$50k to \$75k), 32% indicated poor or very poor

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